

Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

February

American Heart Month National Wear Red Day*

Heart disease is the leading cause of death in the United States and is a major cause of disability. Since 1963, Congress has required the president to proclaim February "American Heart Month" to urge Americans to join the battle against these diseases. Missouri has made progress in reducing heart disease and stroke, but these diseases continue to take a toll on our state being the first and third leading causes of death.

Suggested Activities:

- Generally there are a number of organized events within communities to highlight heart month. Select those campaign messages that compliment your community's activities. Distribute the *Live Like Your Life Depends On It* High Blood Pressure message card at the event(s). Consider incorporating some wise health consumer information since February is also National Wise Health Consumer Month.
- This would be a good month to initiate or energize worksite programs using select heart health messages your local programs are promoting. Distribute the *Live Like Your Life Depends On It* High Blood Pressure message card at activities, use the Exam Table 1 poster to announce activities, or distribute Screening Card at activities to promote important health screenings.
- Ask a local newspaper to promote American Heart Month by publishing one of the *Live Like Your Life Depends On It* High Blood Pressure print ads, or the High Blood Pressure article at <http://health.mo.gov/living/healthcondiseases/chronic/highbloodpressure/pressroom.php>. Consider including a list of community locations where free blood pressure checks are available. Support newspaper article by asking a local radio station to broadcast the High Blood Pressure radio spot that can be found at <http://health.mo.gov/living/healthcondiseases/chronic/highbloodpressure/pressroom.php>.
- Coordinate a heart health event that includes health screenings for stroke, blood pressure, cholesterol, etc., and distribution of heart health information. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use the *Live Like Your Life Depends On It* Exam Table 1 or Exam Table 2 posters to promote the event. Heart health information can be ordered free of charge from the Missouri Department of Health and Senior Services warehouse. A list of



literature items available can be found at
<http://health.mo.gov/living/healthcondiseases/chronic/highbloodpressure/pressroom.php>.
 Heart health information is also available from the American Heart Association at
<http://www.americanheart.org/presenter.jhtml?identifier=3004356>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on American Heart Month	For more information on Heart Disease
Centers for Disease Control and Prevention Division for Heart Disease and Stroke Prevention www.cdc.gov/Features/HeartMonth/ American Heart Association-Go Red for Women www.goredforwomen.org/ Local Chapters: <ul style="list-style-type: none"> • Columbia 2600 I-70 Drive NW Columbia, MO 65202 573-446-3000 • Springfield 2446 E. Madrid Springfield, MO 65804 417-881-1121 • Kansas City 6800 W. 93rd Street Overland Park, KS 66212 913-648-6727 • St. Louis 460 N. Lindbergh Blvd. St. Louis, MO 63141 314-692-5635 314-692-5694 Fax 	Heart Disease and Stroke Prevention Program Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102 573-522-2896 800-316-0935 Toll free 573-522-2898 Fax http://health.mo.gov/living/healthcondiseases/chronic/heartdisease/index.php
For more information on National Wear Red Day	
National Heart, Lung, and Blood Institute Health Information Center P.O. Box 30105 Bethesda, MD 20824-0105 301-592-8573 301-592-8563 Fax www.nhlbi.nih.gov/health/hearttruth/wrd/ American Heart Association-Wear Red Day www.goredforwomen.org/national_wear_red_day.aspx	

National Wise Health Consumer Month

February is Wise Health Consumer Month, a great time to look at how the consumer makes healthy lifestyle choices and ensures consumer information is accurate and appropriate.

Programs that focus on self-care, smoking cessation, weight control, stress management, to name a few, are designed with the wise health consumer in mind. These show the consumer how to make healthy lifestyle choices and live a long, healthy and productive life.



How can the people evaluate the overwhelming amount of health information that is provided in the media and on the Internet. It is important to know the source of the information that is being

viewed, especially when it comes to health issues. People should be encouraged to do some research and to talk to their doctor to ensure they are getting all the correct answers.

People who are more actively involved in their health care get better results and feel more satisfied. According to the Agency for Healthcare Research and Quality (AHRQ), the following are ways to get more involved:

- Work together with the doctor, nurse, and any other health care providers to make health care decisions.
- Ask questions, and keep asking until you understand the answers.
- Tell your doctor about **all** of the medicines you take.
- Don't assume that "no news is good news" when you have an x-ray or laboratory test. Ask the doctor or nurse when and how they will receive the results—and how they will deliver them to you.
- If surgery is needed, be sure that you, your primary care doctor, and surgeon all agree on what will be done.
- Know that "more is not always better." Be sure to find out why a test or treatment is necessary, and how it can help.
- When making health care choices, find and use information about quality measures.

Suggested Activities:

- Incorporate wise consumer health information into heart month activities. Distribute the *Live Like Your Life Depends On It* Screening Card to encourage consumers to ask about important health screenings during their next doctor's visit. Consider using the *Answers by Heart* patient information sheets available from the American Heart Association at <http://www.americanheart.org/presenter.jhtml?identifier=3004356>. *Answers by Heart* is a series of downloadable patient information sheets presented in a question-and-answer format that are brief, easy to follow, and easy to read. They also provide room to write down questions to ask the doctor.
- Schedule a local nurse, doctor, or health educator to give a lecture on wise consumer health at a local worksite, church, community group, senior center, etc. Distribute the *Live Like Your Life Depends On It* Health Screening Card or Top Ten Flyer at the event(s). Promote event(s) using the *Live Like Your Life Depends On It* Exam Table 1 or 2 poster. Also, consider distributing *Caring for Your Health: A Missouri Men's Handbook* (Literature #892) and *Caring for Your Health: A Missouri Women's Handbook* (Literature #895 English or #893 Spanish). These booklets include health questions to ask the health care provider for a variety of diseases and conditions. The booklets are available free of charge from the Missouri Department of Health and Senior Services' Warehouse. [Click here](#) to order. They are also available electronically at <http://health.mo.gov/living/families/menshealth/pdf/MENCaringHealthHdbk.pdf> and http://health.mo.gov/living/families/womenshealth/pdf/Caring_for_your_health.pdf. Another handout to consider is the Agency for Healthcare Research and Quality's *Be Prepared for Medical Appointments* checklist that helps the consumer develop their own personalized list of questions to ask their doctor. This publication can be found at <http://www.ahrq.gov/qual/beprepared.pdf>.
- Schedule a workshop for computer-savvy consumers that provides information on reliable Internet sources of health information. Use the U.S. Food and Drug Administration's *How to*

Evaluate Health Information on the Internet web page at <http://www.fda.gov/oc/opacom/evalhealthinfo.html> as a reference. Promote the *Live Like Your Life Depends On It* website designed to help consumers stay healthy and live life for all it's worth. The web address is <http://lifedependsonit.com/>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Wise Health Consumer Month	For more information on Healthy Lifestyle Choices
U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration Center for Mental Health Services P.O. Box 2345 Rockville, MD 20847 800-789-2647 http://mentalhealth.samhsa.gov/highlights/2002/february/wiseconsumer/	Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free Live Like Your Life Depends On It http://lifedependsonit.com/
For more information on Talking to Your Doctor	For more information on How to Evaluate Health Information on the Internet
U.S. Department of Health and Human Services Agency for Healthcare Research and Quality Office of Communications and Knowledge Transfer 540 Gaither Road, Suite 2000 Rockville, MD 20850 301-427-1364 www.ahrq.gov/consumer/ www.ahrq.gov/questionsaretheanswer/index.html American Heart Association-Talking to Your Doctor www.goredforwomen.org/talking_to_your_doctor.aspx	U.S. Food and Drug Administration 5600 Fishers Lane Rockville, Maryland 20857 888-463-6332 www.fda.gov/oc/opacom/evalhealthinfo.html

Health observances were obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.

* The exact date for National Wear Red Day can be found on the National Health Information Center's National Health Observances website at <http://www.healthfinder.gov/nho/>.